

Fashion Calendar 1947

JANUARY

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WEEK OF



FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 19, 1947</u>			
Friday Dec. 19	FASHION SHOWING BY TELEVISION	SWIFT & COMPANY	WNBT CHANNEL 4
1:00 P.M.- 1:30 P.M.	"Eye For Fashion" television program will feature watches by Harman, and "Christmas At Your Door" with Sandra Gahle. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.		
Saturday Dec. 20- Dec. 28	OPENING: "MERRY CHRISTMAS LAND"	NATIONAL CHILDREN'S EXPOSITION CORPORATION	GRAND CENTRAL PALACE LEXINGTON & 45TH ST.
	"Merry Christmas Land" Exposition will include carousels, miniature circuses, animals, candy castles, pony rides, zoos, Eskimos, railroads, magicians, doll houses; mechanical cows with chocolate milk; world's tallest Santa Claus (7' 7" tall); radio broadcasting booths; a 28' Christmas tree, dedicated to the U.N., decorated with 57 dolls, each in a different country's costume. Admission (including tax): \$1.00 for children; \$1.50 for adults. Press preview by invitation, Friday, Dec. 19, 6:00 P.M. Publicity: Banner & Greif, PL. 8-0535.		
<u>WEEK BEGINNING MONDAY, DECEMBER 22, 1947</u>			
Dec. 22	FIRST DAY OF WINTER (Monday--11:43 A.M., shortest day of year).		
Dec. 25	CHRISTMAS DAY (Thursday)		
Saturday Dec. 27	"TRICKS FOR TEENS" FASHION SHOW	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
10:30 A.M.	Presentation of fashions for teen-agers by Saks 34th Street. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
Monday Dec. 29	"ALL GIRLS' CLUB": BEST-DRESSED TEEN	NAMM'S BROOKLYN	LATIN QUARTER 200 WEST 48TH ST.
12:00 Noon Luncheon	The best-dressed teen will be chosen by the audience at a special holiday network radio show conducted by Maggie McNellis and Herb Sheldon when they present "Luncheon At The Latin Quarter" with the Namm's "All Girls' Club" as guests. Open to public. For reservations, contact Latin Quarter, CI. 6-1737. Pre-broadcast program begins at 1:30 P.M. Publicity: Rose Mendelson, TR. 5-5700.		
Monday Dec. 29	SHOWING OF NEW JUNIOR FASHIONS	SAKS 34TH STREET	2ND FLOOR
3:00 P.M.	Fashions for juniors will be presented by Saks 34th in their Younger Set Shop. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
Beginning Monday Dec. 29	OPENING OF SPRING JEWELRY COLLECTION	CORO	47 WEST 34TH STREET SHOWROOM
	Coro will present their new Spring jewelry collection. By appointment. Contact: Ann R. Silver Associates, MU. 7-8654.		
Dec. 31	NEW YEAR'S EVE (Wednesday)		

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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 1	NEW YEAR'S DAY (Thursday)		
Friday Jan. 2 2:30 P.M.	PREVIEW OF ROMANTIC SPRING FASHIONS Showing of romantic fashions for Spring, including hats, suits, daytime and evening dresses. Open to public. Contact: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Monday Jan. 5 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY Preview of new Spring millinery by Brandt of Stein and Blaine. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BRANDT OF STEIN & BLAINE	13 WEST 57TH STREET
Monday Jan. 5 4:00 P.M.	PRESS PREVIEW: NEW BRIDAL COLLECTION Jay Thorpe will present their new custom bridal collection. Attendance by invitation only. Publicity: Audrey Davis, CI. 7-4300.	JAY THORPE	6TH FLOOR BRIDAL DEPARTMENT
Tuesday Jan. 6 11:00 A.M.	PRESS PREVIEW: ADVANCE SPRING MILLINERY Florence Reichman will present her advance Spring millinery collection to the press, with showing followed by buffet luncheon. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Tuesday Jan. 6 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING HATS Mme. Pauline will present a preview for the press of her newest collection of Spring hats during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MME. PAULINE	6 EAST 53RD STREET SHOWROOM
Tuesday Jan. 6 5:00 P.M. and 8:30 P.M.	FIRST BOYS' WEAR INDUSTRY SHOWING "Life With Sons" or "Dress for the Occasion", with two performances-- the first at a cocktail party for the press and buyers, with showing at 6:00 P.M.; the second for buyers and manufacturers at 8:30 P.M. A fashion presentation of Boys' Wear, from his underwear to his knitted cap, showing the right clothes for boys from the age of 3 to the age of 13 for every occasion and every season. Given under the auspices of the BABA (Boys' Apparel Buyers' Assn.) as part of the program of their convention which opens at the Astor on Jan. 6 and runs until Jan. 8, with the co-operation of more than 150 manufacturers of boys apparel and clothing. Fashion Commentator: Edyth Thornton McLeod. Attendance by invitation. Production-promotion: Billie Gould, RH. 4-4854.	BOYS' APPAREL BUYERS' ASSOC.	HOTEL ASTOR ROOF GARDEN
Wednesday Jan. 7 9:30 A.M.	SPRING MILLINERY FOR PRESS AND TRADE Spring millinery collection by Mary Goodfellow for press and trade during breakfast. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	MARY GOODFELLOW	SHERRY-NETHERLANDS VANITY-FAIR ROOM
Wednesday Jan. 7 12:00 Noon Luncheon	FABRICS AND FASHIONS AT LUNCHEON SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics during a luncheon showing. Press and trade by invitation only. Publicity: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 7 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING HOSIERY Gotham will present their new Spring hosiery to the press during luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Jan. 7 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Spring millinery and accessories will be shown by Mago Hayes during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Mago Hayes, CO. 5-3733. Hotel Pierre Fashion Publicity: Rosamond Hanscom, RE. 4-5900.	MAGO HAYES (724 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 7 2:00 P.M.- 4:00 P.M.	"FROM CASABLANCA TO CALCUTTA" EXHIBITION Press preview of the arts of North Africa, the Near and Middle East, with modern derivations in fabrics especially designed and based on Near Eastern museum sources. This trend setting exhibition of fabrics and fashion is being presented by the Costume Institute at the Metropolitan Museum of Arts. Attendance by invitation only. Open to public on Friday, Jan. 9. Publicity: Lillian Green, RH. 4-7690.	COSTUME INSTITUTE: METROP'N MUSEUM OF ARTS	5TH AVE. & 82ND ST. (83RD ST. ENTRANCE)
Wednesday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF NEW MILLINERY Laddie Northridge preview of his new Spring and Summer millinery. Attendance strictly by invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 7 5:00 P.M.- 7:30 P.M.	"WOOL LEADS A DOUBLE LIFE" The show, given in conjunction with Universal Pictures, producers of the Ronald Colman-Signe Hasso film "Double Life", and McCall's Pattern Division, will consist of 19 garments in wool, an ensemble show ranging from sportswear to evening wear. Fabrics were obtained from mills and garments will be sold in 20 cities thruout the country...one store in each city. For press, trade, buyers from participating stores, and key personnel from participating mills. By invitation. Publ.: Muriel Patchen, PL. 5-1861.	INTERNATIONAL WOOL SECRETARIAT	201 EAST 57TH ST. SALON
Wednesday Jan. 7 7:00 P.M. Dinner	"THE NEW LOOK IN DAYTIME FASHIONS" Annual fashion show stressing the important labels in this field, and "The New Look in Daytime Fashions." Chairman: Bernard Poley. Fashion director: Bonnie Donahue. By invitation only. Contact: Rudi Lazarus, LA. 4-5550.	NATIONAL ASSN. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 8 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY Press showing of Sally Victor's new millinery for Spring and Summer, originally scheduled for Jan. 13. (Showing for out-of-town press on Saturday, Jan. 17.) Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 8 12:00 Noon Luncheon	PRESS LUNCHEON AND MOVIE PREVIEW The Textile Resin Dept. of American Cyanamid Co. will present "It's All In The Finish", a sound-color film about the new textile finishes and how they affect a typical family. Luncheon at 12:00 Noon, to be followed by the film. Attendance by invitation only. Publicity: Stephanie Frey, MU. 5-0863.	AMERICAN CYANAMID CO. TEXTILE RESIN DEPT.	MONTE CARLO PREVIEW ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 8 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOWING Russeks shows its new collection of suits for the first "bird-singing, cane-swinging" days of Spring. Press by invitation. Public by reserva- tion. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 8 3:00 P.M.	PRESS PREVIEW: SPRING CUSTOM COLLECTION Mildred O'Quinn will present her Spring collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MILDRED O'QUINN	18 EAST 57TH STREET SALON
Thursday Jan. 8 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING HATS Braagaard will present his new collection of Spring hats to the press during cocktails. By invitation only. Contact: Burton M. Pell, PL. 3-0353.	BRAAGAARD	17 WEST 57TH STREET SALON
Thursday Jan. 8 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF "THE MAGIC OF PEARLS" La Tausca will present their Spring collection featuring "The Magic of Pearls". Showing at 5:30 P.M. Fashion Coordinator: Lucille Hudiberg. By invitation only. La Tausca Publicity: Ruth Lerner, MU. 3-2485.	HELLER-DELTAH INC.	RIVERSIDE MUSEUM 310 RIVERSIDE DRIVE
Thursday Jan. 8 4:00 P.M. Cocktails	PREVIEW: ANNUAL COTTON COLLECTION Jerry Parnis will present a preview of her annual cotton collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Week Of Jan. 12	TENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will view couture collections daily. During the following week Jan. 19, market week for the Popular Priced Dress Mfrs. Group will be introduced for the first time, and the out-of-town press will extend their visit in order to report on these Spring and Summer budget clothes. Attendance by invita- tion only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday Jan. 12 11:00 A.M.	SHOWING FOR OUT- OF-TOWN EDITORS Fashion show by Eta for visiting press at 11:00 A.M. at Hotel Pierre, to be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	ETA	HOTEL PIERRE COTILLION ROOM
Monday Jan. 12 3:30 P.M.	PREVIEW OF SPRING MILLINERY FASHIONS Showing of Spring hats by Lenesta at 3:30 P.M., to be followed by cocktails. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	LENESTA	SALON
Monday Jan. 12 4:15 P.M.- 7:00 P.M. Cocktails	ACCESSORIES SHOW FOR THE PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs--for local and out-of-town press at cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	WALDORF-ASTORIA JADE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 12 7:00 P.M. Dinner	"THE FASHION FAIR-- SPRING PROLOGUE" Exhibitors who have signed for the second edition of The Fashion Fair (scheduled for Madison Sq. Garden, June 7-July 13) will show Spring fashions. Producer: Leon Leonidoff, Radio City Music Hall. Attendance by invitation. Contact: Tauni de Lesseps or Jean Graham, PL. 3-1740, Room 208.	LEADER ENTERPRISES, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 12 8:00 P.M.	FASHION SHOW FOR VISITING PRESS Maurice Rentner will present his new Spring and Summer fashions to the out-of-town press. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE 16TH FLOOR
Tuesday Jan. 13 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories for Spring and Summer will be shown to the out-of-town and local fashion press during breakfast. Attendance strictly by invitation. Publicity: Dora Miller, International Fashions, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASS'N., INC.	LONGCHAMPS B'WAY & 41ST STREET
Tuesday Jan. 13 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA, with fashion, merchandising, and business experts. Speakers will be announced later. Virginia Pope, fashion editor of the N.Y. Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA JADE ROOM
Tuesday Jan. 13 10:00 A.M. Breakfast	LINGERIE SHOWING AT BREAKFAST Showing of nightgowns, slips, and intimate apparel by John F. Henson of Greenville, Texas. Attendance by invitation only. Contact: John F. Henson, Greenville, Texas.	JOHN F. HENSON (GREENVILLE, TEXAS)	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 13 12:00 Noon Luncheon	SPRING SHOWING FOR VISITING EDITORS Spring and Summer collection of Varden Petites and Casuals, will be shown to out-of-town fashion press, followed by luncheon. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	VARDEN DRESS INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 13 2:30 P.M. and 5:30 P.M.	PRESS PREVIEW OF MILLINERY FASHIONS Lilly Dache will present her Spring millinery collection to the press. Presentation to out-of-town press at 5:30 P.M. Attendance strictly by invitation. (Showing originally scheduled for Jan. 6.) Publicity: Eleanor Lambert, PL. 5-3580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Tuesday Jan. 13 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Spring millinery fashion presentation. The semi-annual industry showing for buyers, retailers, and the fashion press. Reservations: Dinner and show, \$16.50 (including tax); Mezzanine show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.,	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 14 7:45 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST The Millinery Fashion Bureau is once again inviting out-of-town editors to this semi-annual breakfast. Strictly for the press and strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALIROOM
Wednesday Jan. 14 12:00 Noon Luncheon	FASHION SHOWING FOR VISITING PRESS Paul Parnes will present his Spring and Summer collection to the out-of-town editors, and will follow showing with luncheon. Attendance by invitation only. Publ.: Gladys Steiner, Lester Harrison, Inc., MU.3-1267.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 14 4:00 P.M.	SHOWING OF DESIGNS PRINTED ON SILK Bronzini, Ltd. will present to the press a showing of Empire designs, handprinted on silk, especially for Bronzini, by Brooke Cadwallader. Attendance by invitation only. Publicity: Carson-Ruff Assoc., MU.2-2055.	BRONZINI LTD.	15 EAST 53RD STREET 2ND FLOOR
Wednesday Jan. 14 4:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Laddie Northridge will present his Spring and Summer millinery collection to the out-of-town press. Attendance strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 14 4:30 P.M. 6:00 P.M. Cocktails	COMBINED HAIR STYLES AND MILLINERY SHOW "Headed For Spring"--combined hair styles by Guro and millinery by Jeanne Tete will be presented at the Colony Restaurant. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GURO; JEANNE TETE	COLONY RESTAURANT 667 MADISON AVENUE
Thursday Jan. 15 8:00 A.M. Breakfast	PRESS SHOWING OF INTIMATE APPAREL The Embroidery Manufacturers' Association will present a showing to the out-of-town press of underwear and intimate apparel. Attendance strictly by invitation. Publicity: Dora Miller, International Fashions, IO.3-4285.	EMBROIDERY MFRS. ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Thursday Jan. 15 11:00 A.M. Buffet	ADVANCE SPRING MILLINERY SHOWING Walter Florell will present his advance Spring and early Summer millinery to the press. By invitation only. Publicity: Miss Jeanne, PL. 5-0806.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 15 12:00 Noon Luncheon	PRESS PREVIEW: ADVANCE SPRING COLLECTION Joseph Halpert will present his advance Spring collection to the visiting press at 12:00 noon. Buffet luncheon will follow at 12:30 P.M. Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	530 SEVENTH AVENUE SALON
Thursday Jan. 15 12:30 P.M. Luncheon	DUBARRY SUCCESS COURSE PRESS LUNCHEON Ann Delafield, director of the DuBarry Success Course, will invite local and out-of-town press to luncheon to introduce the new 1948 version of the DuBarry Success Course. By invitation only. Publicity: Olga Paracka, G. Lynn Sumner Co., PL. 3-8730.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 15 12:30 P.M. Luncheon	BUDGET MILLINERY FASHION SHOW Presentation of Budget hats for Spring by the Millinery Stabilization Commission and Millinery Fashion Bureau. Luncheon tickets (including tax): \$15.00. Show at 1:30 P.M. (Exhibitors will be announced later.) For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Thursday Jan. 15 4:00 P.M.	WASHABLE CLOTHES FOR DAY AND SPORTS WEAR Annual show and party staged by Crown Soap 'n' Water Fabrics for manufacturers, press and retailers. This year's edition is entitled "What's New" and will feature unconditionally washable clothes for day and sports wear. Attendance strictly by invitation. Arrangements and invitations: Renee Powers, Crown Soap 'n' Water Fabrics, CA. 6-3131. Production and publicity: Peter McDonnell, Advertising House, Inc., MU. 8-0220.	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE GRAND BALLROOM
Thursday Jan. 15 4:30 P.M. Cocktails	TRADE SHOWING OF NEW ACCESSORIES Buyers, merchandise managers, fashion coordinators of stores throughout the country will be invited to an accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs. Showing promptly at 5:00 P.M. Admission by card only. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PLAZA GRAND BALLROOM
Thursday Jan. 15 4:45 P.M.	MALE-TESTED FASHION PARTY Cosmopolitan presents new fashions for active sports for male approval. Strictly by invitation. Out-of-town press invited. Show arrangement and publicity: Mrs. Kay Wister, Fashion Editor of Cosmopolitan, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB MAIN ROOM
Thursday Jan. 15 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Walter Florell will have a cocktail party for the out-of-town fashion editors to present his new millinery collection. Showing at 5:30 P.M. Attendance by invitation only. Contact: Miss Jeanne, PL. 5-0806.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 15 6:30 P.M. Dinner	SHOWING OF FASHIONS FOR VISITING PRESS Dinner and showing for the out-of-town press of the Spring Collection by William Bass. Attendance strictly by invitation. Publicity: Laura Benham, PL. 9-6333.	WILLIAM BASS	PRINCE MATCHABELLI CROWN ROOM (711-5TH)
Jan. 15	MARCH OF DIMS CAMPAIGN (Jan. 15-Jan. 30).		
Friday Jan. 16 9:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR VISITING PRESS Anna Miller will show her fashions to the out-of-town press during breakfast. Attendance by invitation. Publicity: Mildred Kaldor, MU.4-5267.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Friday Jan. 16 4:00 P.M.- 5:00 P.M.	BAG SHOWING FOR VISITING PRESS Advance Spring collection of bag originals will be presented by Josef (of Gold Seal Importers, Inc.) to the out-of-town editors. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	30 EAST 33RD STREET 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 16 4:30 P.M.- 7:00 P.M. Cocktails	COCKTAIL BUFFET FOR VISITING PRESS Dan River will invite the out-of-town and local press to an informal cocktail buffet in the North Lounge atop the RCA Building at 30 Rockefeller Plaza. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., OR. 4-5600.	DAN RIVER MILLS	NORTH LOUNGE ATOP RCA BUILDING
Saturday Jan. 17 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her semi-annual fashion show and breakfast for the out-of-town press. Attendance strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 17 11:00 A.M.	SHOWING FOR OUT- OF-TOWN EDITORS Philip Mangone will present his Spring collection to the visiting press, to be followed by luncheon. Attendance strictly by invitation. Publicity: Laura Benham, PL. 9-6333.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Saturday Jan. 17 12:00 Noon Luncheon	PREVIEW: ADVANCE SPRING AND SUMMER JEWELRY "Jewels by Trifari", advance Spring and Summer fashions in jewelry by Trifari, Krussman and Fishel will be presented to the out-of-town and local press during a buffet luncheon. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	377 FIFTH AVENUE SALON
Saturday Jan. 17 1:30 P.M. Cocktails	FASHION SHOWING FOR VISITING PRESS Monte-Sano and Pruzan will present their semi-annual fashion show and cocktail party for the out-of-town press. Attendance by invitation only. Contact: Vincent Monte-Sano, Jr., BR. 9-8663.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Monday Jan. 19 4:00 P.M. Cocktails	PRESS PREVIEW: "SPRING INTO SUMMER" MILLINERY Cocktail showing for the local and out-of-town press of Emme's "Spring Into Summer" millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor: MU. 4-5267.	EMME	21 EAST 56TH STREET SALON
Monday Jan. 19 5:00 P.M.- 7:00 P.M. Cocktails	"THE DRESSES YOU LOVE TO WEAR" Cocktails and a half-hour showing for the press of "The Dresses You Love To Wear" styled by Kay Dunhill. Attendance by invitation only. Publicity: Frances Carter, Max Rogel Associates, Market 2-3788.	KAY DUNHILL	1350 BROADWAY SHOWROOM
Monday Jan. 19 5:00 P.M.	FASHION PRESENTATION FOR VISITING EDITORS Presentation of Jane Derby's new Spring fashions to the out-of-town press. Attendance by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	JANE DERBY	785 FIFTH AVENUE SHOWROOM
Week Of Jan. 19	MARKET WEEK FOR BUDGET DRESSES The first Panorama Press and market week for popular priced dresses, with fashion shows at the Hotel Pierre. Style and price will be emphasized in the showings of sportswear, streetwear, junior, bridal, vacation, maternity, career, cocktail, and evening fashions. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 20 11:30 A.M. Brunch	PRESS PREVIEW: NEW BEAUTY PREPARATION Proctor and Gamble will present a new beauty preparation to the press at brunch. Attendance by invitation only. Publ.: Sheila Day, MU. 2-7527.	PROCTER & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Jan. 20 4:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW AND COCKTAIL PARTY Presentation of new fashions designed by Helen Cookman. Showing promptly at 4:30 P.M., for one-half hour. Attendance by invitation only. Publicity: Goold & Tierney, Inc., MU. 6-0509.	REEVES BROS., INC.	ST. REGIS HOTEL ROOF
Tuesday Jan. 20 4:30 P.M.	SHOWING OF SCARFS TO VISITING PRESS Hand-painted scarfs and fabrics by Brooke Cadwallader will be shown to the out of town editors. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE
Wednesday Jan. 21 12:30 P.M. Luncheon	SHOWING OF POPULAR PRICED FASHIONS Luncheon fashion show by the Popular Priced Dress Manufacturers Group of the N. Y. Dress Institute, presenting over 200 Spring and Summer costumes up to \$10.75 wholesale (\$17.00 retail). Lester Gaba will stage the show. Attendance by invitation only. For information, contact: LA. 4-0464.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 21 4:30 P.M. Cocktails	FASHION SHOW FOR VISITING PRESS Adler & Adler will present their Spring and Resort collection to the out-of-town press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM
Thursday Jan. 22 8:45 A.M. Coffee, Brioche	PRESS PREVIEW: SHOES AND ACCESSORIES Showing of Frank Brothers' linen shoes and accessories. Coffee and brioche at 8:45 A.M. in the Studio, on the 6th floor. Showing promptly at 9:00 A.M. in the English Shop, on the 2nd floor. Attendance by invitation only. Publicity: Katherine Robinson, Dundes & Frank, LO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Thursday Jan. 22 1:00 P.M. Luncheon	LUNCHEON SHOW: COLORS IN COIFFURES "Symphony In Colors"--luncheon presentation of the latest colors in coiffures by John Hall. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. John Hall Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	JOHN HALL	HOTEL PLAZA TERRACE ROOM
Tuesday Jan. 27 12:15 P.M. Luncheon	FOURTH ANNUAL FASHION SHOW Fourth annual "March of Dimes" Fashion Show, sponsored by the N. Y. Dress Institute, for the benefit of the National Foundation for Infantile Paralysis. Showing at 1:00 P.M. Price \$25.00. Reservations open Dec. 27. Contact: Mrs. Schwab, BE. 3-0500. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Jan. 30	ANNUAL FRANKLIN D. ROOSEVELT BIRTHDAY BALL (Friday).		

MUSIC ... MOVIES ... THEATRE

- Monday
Dec. 22-
Dec. 27 METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Mon., Dec. 22: LOUISE; Wed., Dec. 24: DON GIOVANNI; Thurs., Dec. 25:
RIGOLETTO; Fri., Dec. 26: (Mat.) HANSEL & GRETEL and A MIDSUMMER NIGHT'S
DREAM; Fri., Dec. 26: (Eve.) TOSCA; Sat., Dec. 27: (Mat.) IL TROVATORE;
Sat., Dec. 27: (Eve.) TANNHAEUSER. Publ.: Margaret Carson, PE. 6-1200.
- Monday
Dec. 22 OPENING: "CRIME AND PUNISHMENT" NATIONAL THEATRE, 41ST. WEST OF B'WAY
Robert Whitehead and Oliver Rea present Rodney Ackland's dramatization of
the Dostoyevsky classic starring John Gielgud, with Lillian Gish, Alexis
Minotis, Alice John, Sanford Meisner, and E. A. Krumschmidt. Director:
Theodore Komisarjevsky. Settings: Paul Sherriff. Costumes: Lester
Polakov. Radio exploitation: Maxine Keith, LA. 4-2697. Publicity:
Barry Hyams, MU. 3-3544 or PL. 3-0820.
- Thursday
Dec. 25 PREMIERE: "DAISY KENYON" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET
20th Century-Fox's romantic drama starring Joan Crawford, Dana Andrews,
Henry Fonda, Ruth Warrick and Martha Stewart. Produced and directed by
Otto Preminger. Settings: Thomas Little and Walter M. Scott. Costumes:
Charles LeMaire. Publicity: Jeannette Sawyer, CO. 5-3320.
- Thursday
Dec. 25 PREMIERE: "HIGH WALL" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
MGM's dramatic murder-mystery starring Robert Taylor, Audrey Totter and
Herbert Marshall. Producer: Robert Lord. Director: Curtis Bernhardt.
Settings: Edwin B. Willis. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday
Dec. 25 PREMIERE: "THE FUGITIVE" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
RKO release - John Ford and Merian C. Cooper presentation of Argosy
Pictures' drama of religious turmoil in Mexico, starring Henry Fonda,
Dolores Del Rio, Pedro Armendariz, J. Carrol Naish and Leo Carrillo.
Art director: Alfred Ybarra. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday
Dec. 25 PREMIERE: "CAPTAIN FROM CASTILE" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST.
20th Century-Fox adaptation of the best-selling novel by Samuel Shella-
berger in technicolor, with Tyrone Power, Jean Peters, Cesar Romero.
Director: Henry King. Producer: Lamar Trotti. Settings: Thomas Little.
Costumes: Charles LeMaire. Publicity: Jeannette Sawyer, CO. 5-3320.
- Thursday
Dec. 25 PREMIERE: "THE EXILE" (Movie) WINTER GARDEN THEATRE, B'WAY & 50TH ST.
Initial production of the Fairbanks Company, released by Universal, a
romantic tale of England's King Charles II during his exile in Holland,
with Douglas Fairbanks, Jr., Maria Montez and Paule Croset. Written and
produced by Mr. Fairbanks. Director: Max Opuls. Settings: Russell A.
Gausman and T. F. Offenbecker. Costumes: Dwight Franklin and Laure Lourie.
Publicity: Al Horwits, PL. 9-8000.
- Thursday
Dec. 25 PREMIERE: "TYCOON" (Movie) PALACE THEATRE, B'WAY & 47TH STREET
RKO Pictures' adaptation of the novel by C. E. Scoggins with John Wayne,
Laraine Day, Sir Cedric Hardwicke, Judith Anderson, James Gleason, and
Anthony Quinn. Producer: Stephen Ames. Director: Richard Wallace.
Settings: Darrell Silvera and Harley Miller. Costumes: Michael Woulfe.
Publicity: Rutgers Neilson, CO. 5-6500.